

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 24, 1998

RJR Account #335710  
Mr. J. Weisberg  
KINGSTON TOBACCO

**MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266**

Dear Joe:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 45 SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
3	Winston FF Box	12300-25252
3	Winston Light Box	12300-25253

Product / Premium Arrival: **April 13, 1998**

Ship Date to Retail: **Week of: April 27, 1998**

**Displays (Item #541085)**

SKU CUBE: **1.7500**  
SKU WT (w/o Product): **3.7500 lbs**  
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$1,694.48**

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-2-

MAY .70¢ 2-Pack Tear Tape  
KINGSTON TOBACCO

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST  
SEE ENCLOSED WHOLESALER PACKING INSTRUCTIONS**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **\$84.00 (3 (12M) case(s) @ \$28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: 162305

L. E. MacWilliams

**Note to RJR Manager:**

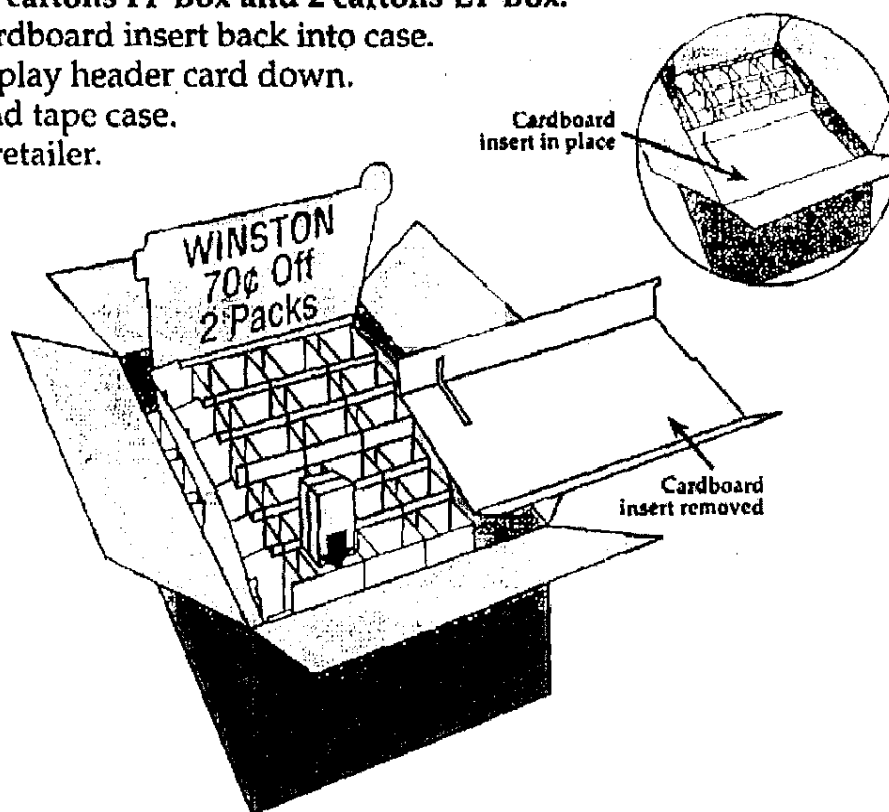
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

W70C-MAY.DOC

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**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS 2ND QTR.'98****May WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541085 WINSTON May .70/2 PK Display Kit  
 Promotion Reporting Description: WIN May .70/2 PK

Brand Style						
Number of Cartons						

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BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 9  
 DATE: 98-03-09  
 TIME: 11:02 AM

 WHOLESALER : 335710 KINGSTON CANDY & TOB. CO. <DIRECT>  
 TEMPLATE : 800266 80500 WIN MAY .70/2 NO  
 TEMPLATE SEQ : 0905  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162210		178349	CHEESE N THINGS	ROUTE 28	PINE HILL	NY	12465	1				(914)254-4753
162303	162322	649931	UNITED QUIK STOPS	1229 WESTERN AVE.	ALBANY	NY	12203	1				(518)482-5738
162303	162324	703580	UNITED QUIK STOP IN	52 FULLER RD	ALBANY	NY	12205	1				(518)459-7667
162305	162327	743277	DAIRY KING	353 FOXHALL AVE	KINGSTON	NY	12401	1				(914)338-9121
162305	162327	790641	LUCKY PETROLEUM	384 FOXHALL AVE	KINGSTON	NY	12401	2				(914)331-9696
162305	162326	764455	LAWYERS GENERAL	STORE, INC.	EAST DURHAM	NY	12423	1				(518)634-2546
162305	162328	767816	K & S PETROLEUM	1105 STATE ROUTE	KINGSTON	NY	12401	1				(914)679-4556
162305	162326	750662	LEMA PETROLEUM	ROUTE 32 BOX 124	FREEHOLD	NY	12431	1				(518)634-2625
162305	162326	769978	SITARA PETROLEUM, IN	3112 ROUTE 9W	SAUGERTIES	NY	12477	1				(914)247-9312
162305	162328	770168	HOB0 DELI	ROUTE 28W	KINGSTON	NY	12401	1				(914)339-3452
162305	162326	762542	AERO STAR INC.	3 MOUNT AIRY RD	SAUGERTIES	NY	12477	2				(914)246-3121
162305	162327	764445	HARRY, INC.	85 MURRAY ST	KINGSTON	NY	12401	1				(914)338-0186
162305	162326	759763	M & B BEVERAGE INC.	ROUTE 9W	SAUGERTIES	NY	12477	2				(914)246-7377
162305	162326	747519	SAUGERTIES MOBIL	333 ROUTE 212	SAUGERTIES	NY	12477	1				(914)247-9138
162305	162327	486928	BROADWAY GROCERS	702 AB BROADWAY	KINGSTON	NY	12401	3			963645	(914)338-7275
162305	162327	650654	ULSTER DELI & GROC.	688 BROADWAY	KINGSTON	NY	12401	1				(914)339-1597
162305	162327	655489	KINGSTON DELI	630 BROADWAY	KINGSTON	NY	12401	1				(914)339-0993
162305	162326	620309	LAKE KATRINE GETTY	1738 ULSTER AVE	LAKE KATRINE	NY	12449	1				(914)336-7783
162305	162327	212606	MALL MOBIL SERVICE	1146 ULSTER AVE	KINGSTON	NY	12401	1				(914)336-2707
162305	162327	681154	BROTHER CONVENIENCE	675 BROADWAY	KINGSTON	NY	12401	1				(914)339-8356
162305	162328	701715	PILARY, INC.	895 ALBANY	KINGSTON	NY	12401	1		0362-0102		(914)338-1399
162305	162327	287612	GETTY MART	333 WASHINGTON AV	KINGSTON	NY	12401	1				(914)331-9013
162305	162327	178359	M T MARKET	183 SMITH AVE	KINGSTON	NY	12401	1				(914)331-4736
162305	162327	714699	LANDMART	327 BROADWAY	KINGSTON	NY	12401	2				(914)338-8330
162305	162328	735486	CITOG CALDOR	1335 ULSTER AVE	KINGSTON	NY	12401	1				(914)336-7311
162305	162327	178388	JACKS STATIONERY	744 BROADWAY	KINGSTON	NY	12401	1				(914)338-6577
162306	162327	651694	CITGO STONE RIDGE	3492 MAIN ST.	STONE RIDGE	NY	12484	1				(914)687-0339
162306		702856	SHABIR PETROLEUM I	28 MILL ST	RHINEBECK	NY	12572	1				(914)876-7732
162306	162327	785137	CORNER STORE	RT 209 & LEGGETT	STONE RIDGE	NY	12484	1				(914)687-9141
162307	162328	619766	Z&J GETTY HIGHLAND	443 ROUTE 9W	HIGHLAND	NY	12528	1			945261	(914)691-6717
162308	162329	578947	KAHN FOOD & GIFT	DBA SUNOCO MART	COLD SPRING	NY	10516	1				(914)265-2171
162308	162328	741928	SUNOCO CONV STORE	365 VIOLET AVE	POUGHKEEPSIE	NY	12601	1				(914)485-5692
162308	162328	742010	PARK DISCOUNT BEV	494 ALBANY POST R	HYDE PARK	NY	12538	1				(914)229-9000
162308	162328	746276	TONY'S CONV. STORE	585 ALBANY POST R	HYDE PARK	NY	12538	1				(914)229-1710
162308	162328	757345	COASTAL GAS & CONV.	254 DUTCHESS TPKE	POUGHKEEPSIE	NY	12603	2				(914)454-4133
162308	162328	770154	GETTY # 58721	617 ALBANY POST R	HYDE PARK	NY	12538	1				(914)229-2614

PAGE BREAK TOTAL ACCOUNTS 36 TOTAL QUANTITY 43

TEMPLATE TOTAL ACCOUNTS 36 TOTAL QUANTITY 43

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